

LIVE UNITED



Monadnock United Way

Monadnock United Way provides assistance and resources that an Employee Campaign Chair will need to implement strategies to maximize their company's campaign success. As you begin preparing for your campaign, be sure to visit <https://www.muw.org/campaign-kit> for ideas and resources in the Campaign Kit.

Virtual Campaign Timeline and Checklist

Before the campaign:

- Review prior year's campaigns and giving history
- Review MUW's list of suggested campaign themes and incentives
- Involve your CEO—our strongest and most successful campaigns start at the top.
 - Ask for confirmation of this year's corporate gift
 - Ask for visible support from executive/management teams during campaign
 - Discuss options for incentives and raffles to encourage participation
- Meet with your payroll department to verify if you are offering paper pledge forms in addition to MUW's MobileCause link
- Contact MUW staff to set up an online pledge page via their Mobile Cause portal.
- Review and approve budget (for incentives and raffle items) with CEO, HR/payroll; (refer to "Workplace Campaign Themes and Ideas").
- Confirm timeline and campaign dates. The most effective virtual campaigns are one week long
- Develop campaign goals (examples include increased giving and increased first time donors) and identify opportunities to increase results
- Outline the structure of your kickoff (agenda, theme, activities, raffles, incentives, etc.); refer to sample campaign agenda from MUW
- Make the kickoff event fun and engaging for employees and be sure to communicate goals, timeframe, activities, and incentives
- Determine your communication plan and update the MUW solicitation email templates
- Familiarize yourself with the ECC FAQ sheet
- Get campaign materials (posters, brochures, videos, etc.) from MUW or refer to www.muw.org/campaign-kit
- Communicate all plans with the MUW office.
- Send email announcing the coming campaign two weeks prior to kick off
- Send second email announcing the coming campaign one week prior to kick off

During the campaign:

Monday: Virtual Kickoff

- Create energy and awareness: send the initial informational email regarding your campaign (refer to Sample Email Communications), place posters in high traffic areas, post information on your intranet, announce at staff meetings, use payroll stuffers, etc.
- Conduct the campaign kickoff event; use incentives to give

Tuesday, Wednesday, Thursday: Maintain Enthusiasm

- Maintain company's enthusiasm by sending follow-up communications highlighting the impact of a donation, current company campaign totals, any raffle prizes still up for grabs, campaign deadline etc. (refer to Sample Email Communications)
- Track and publicize your campaign progress to employees and MUW staff
- Follow-up with any individuals who have yet to turn in their pledge forms
- Lean on MUW for assistance

Friday: Last Day of Campaign

- Send final email to staff from upper management
- Wrap up raffles and events and award prizes

After the campaign:

- Collect all paper pledge forms from your employees
- Total the results on your Workplace Campaign Envelope, filling in all the details
 - Include totals for pledges, one-time donations, raffle/incentive monies, and corporate pledge form and/or corporate matches
- Photocopy your employee pledge forms and give to your payroll department
- Place original pledge forms, corporate pledge form, cash and checks into the Report Envelope.
- Submit copies of paper pledge cards to your company's payroll department
- Arrange to deliver the envelope and leftover campaign materials to MUW offices (either via MUW staff, Campaign volunteer, or dropping the envelope off yourself).
- Thank everyone, celebrate your success, and report final campaign totals to employees and leadership
- Conduct debrief with your team, HR/Payroll, and CEO
- Leave good records for next year
- Complete post-campaign survey from MUW (this will come in an email once your campaign has closed)

Year-round engagement

- Sign up for our e-newsletter, the U-Review
- Friend us on Facebook and follow us on Twitter and Instagram
- Share MUW updates and news with employees on a regular basis throughout the year so they can see their donations at work
- Work with MUW office to engage new hires and retirees
- Participate in additional opportunities to increase employee involvement such as MUW volunteer event Day of Caring